

## Message Text

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PAGE 01 OSLO 05075 100912Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-07 NSAE-00 /028 W

-----039344 102357Z /62

R 100640Z NOV 77

FM AMEMBASSY OSLO

TO USDOC WASHDC

INFO SECSTATE WASHDC 4724

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY STOCKHOLM

UNCLAS OSLO 5075

E.O. 11652: N/A

TAGS: BEXP, NO

SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM: FINAL REPORT

REF: (A) OSLO 3331, (B) OSLO 2392

1. SUMMARY: FY 77 CCP, SUBSTANTIALLY COMPLETED DESPITE PERSONNEL STRINGENCIES, ADVANCED US COMMERCIAL AND ECONOMIC OBJECTIVES IN NORWAY. COMMERCIAL/USIS LIBRARY COMBINATION SHOULD MEAN GREATER EFFICIENCY. END SUMMARY.

2. ONLY SIGNIFICANT CCP DEVIATIONS NOT PREVIOUSLY REPORTED ARE:  
CAMPAIGN 2: FOOD PROCESSING EQUIPMENT: SALES PROMOTION (ACTION 3) PROVED IMPRACTICABLE BUT GOAL OF FOUR TRADE OPPS MET NEVERTHELESS. PERSONAL CONTACT WITH 1976 AND 1977 FOREIGN BUYER GROUP PARTICIPANTS RENEWED WITH FBG "ALUMNI REUNION" AT EMBASSY, ENCOURAGING FEEDBACK OF FBG RESULTS AND REMINDING PARTICIPANTS OF OTHER EMBASSY SERVICES.  
CAMPAIGN 3: SEVEN TRADE OPPORTUNITIES SUBMITTED, THREE OVER TARGET.

CAMPAIGN 4: SUBMITTING REPORT ON SVEA COAL MINE MACHINERY REQUIREMENTS IN LIEU OF REPORT PLANNED AS ACTION 4.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OSLO 05075 100912Z

CAMPAIGN 5: IN SUPPORT OF CCP, USIS BROUGHT AMERICAN EXPERT TO SPEAK ON ENERGY RESOURCES BEFORE TECHNICAL AND BUSINESS AUDIENCES.

CAMPAIGN 6: EMBASSY ARRANGED PROMOTIONS OF WINE, RICE AND CALIFORNIA FOODS IN COOPERATION WITH EXPORTERS AND AGRICULTURE

DEPARTMENT. OTHER PRIORITIES DISPLACED CONSUMER MARKET REPORT. REGRET SUNDT'S AND KLOVERSHUSET UNWILLING TO SCHEDULE IN-STORE PROMOTION BEFORE 1979. MANAGER REPORTS NEW YORK BUYING AGENCY DISCONTINUED OPERATIONS AND HE IS UNWILLING TO UNDERTAKE MAJOR PROMOTION BEFORE GAINING EXPERIENCE WITH NEW ONE. GLASSMAGASIN WILL NOT PROCEED ALONE. ALL THREE STORES UNDERSTAND POSSIBILITY OF PROGRAM ENDING BEFORE THEY CAN USE IT, BUT SEE NO ALTERNATIVE TO POSTPONEMENT. NON-CAMPAIGN ACTIVITY 5: ABANDONED SHIPBUILDING. DEPRESSED STATE OF INDUSTRY AND UNCERTAINTY OF ITS FUTURE GAVE LITTLE POINT TO THIS ACTIVITY.

3. AS NOTED ABOVE, BELIEVE CCP CAMPAIGNS AND OTHER ACTIVITIES SERVED PURPOSE WELL AND WARRANTED THE EXPENDITURE OF THE RELATIVELY SMALL PORTION OF POST RESOURCES THEY REQUIRE. PARTICULARLY PLEASED WITH OUR TWO-YEAR CAMPAIGN IN FOOD PROCESSING EQUIPMENT. AS RESULT OF IT, WE BELIEVE, NORWEGIAN FOOD PROCESSING EXECUTIVES WILL NOT LONGER OVERLOOK U.S. AS SOURCE OF EQUIPMENT. ONE TRADE OPPORTUNITY ARISING FROM CAMPAIGN HAS SALES POTENTIAL OF HUNDREDS OF THOUSANDS OF DOLLARS.

4. COMBINATION OF COMMERCIAL LIBRARY AND USIS LIBRARY IN NEW U.S. REFERENCE CENTER WAS A MAJOR CHANGE DURING YEAR. NEW ARRANGEMENT WILL PERMIT SAVINGS IN PERSONNEL AND BOOK COSTS WITH NO LOSS IN BENEFITS FOR CCP, BUT REQUIRES THAT LIBRARIANS

UNCLASSIFIED

PAGE 03 OSLO 05075 100912Z

LEARN TO THINK ALONG COMMERCIAL LINES.

5. PROBLEMS ENCOUNTERED IN EXECUTING CCP: STRINGENCIES IN E/C SECTION STAFFING AND UNANTICIPATED ACTIVITIES (E.G. PROMOTIONS FOR BIRMINGHAM OIL SHOW AND PARIS AIR SHOW) CUT INTO TIME AVAILABLE FOR CAMPAIGNS AND OTHER INITIATIVES. POST COMMONLY HAS LITTLE CHOICE BUT TO MAKE THE BEST OF SUCH SHORT NOTICE DEVELOPMENTS, TIEING THEM IN WITH CAMPAIGNS WHENEVER POSSIBLE. BUT IN SOME INSTANCES, LIKE THE BIRMINGHAM AND PARIS SHOWS, USDOC MIGHT HAVE GIVEN EARLIER NOTICE SO POSTS COULD HAVE WRITTEN PROMOTIONS INTO CCP. (USDOC "OVERSEAS EXPORT PROMOTION CALENDAR" MAY ALLEVIATE THIS PROBLEM.) EMBASSY GRATEFUL TO STATE (EB/OCA) FOR SOLVING ANOTHER PROBLEM BY ARRANGING PER DIEM FOR EMBASSY ESCORT FOR FOREIGN BUYER GROUP TO WESCON, PERMITTING FBG TO PROCEED AS PLANNED. WE EXPECT FOLLOW-UP REPORT WILL SHOW PAY-OFF FROM THIS SUPPORT.

6. PERSONNEL RESOURCES: CLERICAL -- FSL SECRETARY RESIGNED MID-WAY THROUGH FISCAL YEAR, AND POSITION WAS REPROGRAMED TO EMBASSY WORD PROCESSING CENTER. WE THEREFORE LOST 120 DAYS DIRECT CLERICAL SUPPORT BUT RECOVERED ABOUT 20 DAYS IN E/C SHARE OF WORD PROCESSING CENTER.

IN ADDITION, COMMERCIAL LIBRARIAN RESIGNED NEAR END OF YEAR,  
COSTING 20 DAYS OF SUPPORT. IN ALL, WE LOST ABOUT 30 PER CENT  
OF OUR CLERICAL SUPPORT.

PROFESSIONAL -- AS A RESULT OF THE ABOVE OUR E/ PROFESSIONALS,  
BOTH U.S. AND NORWEGIAN, HAD TO SPEND MORE OF THEIR TIME  
THAN PLANNED ON ROUTINE, CLERICAL TASKS.

7. FUND ALLOCATION AND EXPENDITURE (SEE ALSO REF B):

TRAVEL -- \$3,200 BUDGETED, \$2,500 SPENT,  
REPRESENTATION -- \$2,000 BUDGETED, \$3,800 SPENT (INCLUDES 20  
PER CENT OF AMBASSADOR'S AND 10 PER CENT OF DCM'S REPRESENTATION,  
TO GIVE MORE ACCURATE PICTURE OF EMPHASIS GIVEN TO ENTERTAINING  
BUSINESSMEN, BANKERS, AND GOVERNMENT OFFICIALS CONCERNED WITH US-  
NORWEGIAN ECONOMIC AND COMMERCIAL RELATIONS).  
UNCLASSIFIED

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PAGE 04 OSLO 05075 100912Z

WTDR/FTI -- \$1,500 BUDGETED, \$3,500 SPENT (DUE TO REDUCTIONS  
IN E/C STAFFING AND VOLUME OF OTHER WORK, WE NOW CONTRACT FOR  
ALL WTDRS).

OTHER MAJOR EXPENSE -- \$6,000 FOR E/C SHARE OF DECORATING AND  
MOVING COSTS IN CONNECTION WITH NEW U.S. REFERENCE CENTER.

TOTAL BUDGET ESTIMATE -- \$11,200

ACTUAL EXPENDITURES -- \$17,800.

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## Message Attributes

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